



MI NETS



STATES



NETS



Michigan Network of Employers for Traffic Safety

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Michigan Business Community Joins National Traffic Safety Campaign



Michigan NETS partners, representing more than 150 employers from around the state, took part in a national effort to combat the leading cause of on-the-job death and injury-traffic crashes, by taking part in National Drive Safely at Work Week this past Spring. The campaign was extremely successfully effecting in excess of 300,000 employees in Michigan. We want to share several success stories with you from companies that actively promoted this campaign. Here's what they had to say.



The Kellogg Company Fleet Department held its first National Drive Safely at Work Week Campaign this Spring with the support of Michigan NETS.

Earlier this year Kellogg Company identified the need for a fleet safety awareness program. The Company started by getting an estimate from a fleet safety company for a safety program. After receiving an estimate of a whopping \$30,000, the company decided to look into other options for a cost effective, yet quality program, and started by accessing the Internet. After a few minutes of "surfing," Michigan NETS and the contact person, Dan Vartanian were identified as a great resource. A one-hour meeting with Vartanian proved to be very beneficial. The variety of tools and references offered by NETS helped Kellogg to develop and customize a safety awareness program.

In order for the information to be read, it needed to be delivered in a dynamic, interesting and quick-reading format. The one-two punch approach of the ad slicks and promotional materials available from NETS were impactful. Working with a paper supply vendor, the Company choose striking colors, like neon, and prints with envelopes to match, in order to attract the Kellogg driver's attention to the mailings. Paper that appeared

to be wadded, was used to exemplify the rage in the road rage topic. Stickers available through NETS campaign catalog were also used to attract attention to various safety topics. A number of different communication mediums (voice mail, electronic mail and U.S. mail) were used in order to deliver the message of safety to the drivers during Kellogg's Fleet Safety week. Kellogg also promoted a safety belt pledge challenge to the drivers, with the first 100 to sign the safety belt pledge receiving a prize.

The fleet drivers were surprised by the hard-hitting topics such as drunk driving and speed and with the method of delivery. Current topics were leveraged in order to drive home the seriousness of the message, for example, a photo of Princess Diana's destroyed vehicle with the caption "Unfortunately, even a Princess is not safe with a drunk driver."

Kellogg fleet drivers were appreciative that the Company invested the time and effort into enforcing the importance of their safety. The Kellogg Company was pleased to partner with Michigan NETS to deliver a timely and informative campaign to its fleet drivers.

Article provided by Laura Ford, Fleet Manager-Kellogg Company



The Operations Services Division Safety Committee of Consumers Energy set about raising driver awareness by observing National Drive Safely at Work Week.

Safety information packets were assembled and mailed to each of the 1300 employees in the Operations Services Division. These packets consisted of: A letter from the V.P. of Information Technology & Information Services imploring each employee to observe driving safety at work as well as with family; specially made-up note pads bearing safe driving reminders on each sheet; safety information sheets for each day of the week; pledge cards on which the employees pledged to follow the various safe driving rules at all times. The pledge cards were signed and returned, then were put in a drum for a prize drawing. First place prize was two box seat tickets to a Lugnuts baseball game, an overnight stay for the family at the Radisson Hotel and a gift certificate for dinner at Clara's Restaurant. The envelopes for these packets were designed and printed with the National Drive Safely at Work Week logo and safety reminders.

Safety meeting packages were put together and provided to all supervisors in the Operations Services Division, urging them to hold their meetings during that week. We estimate that at least 80% of the 1300 Operations Services Division employees were able to attend the meetings. When made known, these packages were requested by several other areas of Consumers Energy. Approximately 600 additional employees were able to share this information at their safety meetings. The safety meeting packages consisted of: A video tape on "Road Rage" provided by AAA; Meeting outline; Road Rage quiz; Road Rage survey; Facts about Road Rage.

By coordinating with the Corporate Communications Department, we were able to obtain coverage in the Weekly publications and the closed circuit television (CTV) throughout the Company. These messages were repeated on an average of every five minutes. We feel that with the Weekly publications and the CTV, we were able to reach all of the 9,000 Consumers Energy employees around the state.

Thank You Michigan NETS for giving us the tools to promote an extremely successful traffic safety campaign.

Article provided by Mary Lou Middlebrook & Randy Kelley of Consumers Energy

NETS Survey Provides Valuable Information

This past spring Michigan NETS mailed a survey to over 500 members in the state. To those of you who responded, we thank you for providing input that will be used to assess the Michigan NETS program and its direction in the future.

We do have some good news and wish to share some preliminary results with you.

¥ 97% of the respondents believed the Michigan NETS program has been of value to their organization.

¥ 97% also were willing to recommend Michigan NETS to other organizations in their area.

¥ 100% wanted to see the Michigan NETS program continue in the future

We appreciate your feedback and expect that further activities and services will be enhanced and available to you and new members in the coming year. As always, we appreciate your comments and feedback regarding traffic safety in the workplace. Feel free to contact Dan Vartanian, Michigan NETS Coordinator with your comments or if you know of a business that could benefit from NETS, give Dan a call at (517) 333-5322.



Traffic Safety Management Seminar a Success

The Michigan Municipal Risk Management Authority (MMRMA) recently sponsored a NETS Traffic Safety Management Seminar that took place in Lansing, Michigan on June 16, 1998. The MMRMA is a non-profit self insured pool program providing general liability and property coverage to over 300 Michigan governmental entities.

The day long NETS seminar focused on educating employers on the economic losses attributable to traffic crashes. The seminar stressed the importance of using safety belts both on and off the job, the dangers of drinking and driving, avoiding speeding and other unsafe driving behaviors including the drowsy and aggressive driver. Future seminars are being planned in other communities in our state.

New NETS partners and organizations that attended the latest Michigan NETS training:

City of Eastpointe
City of Grand Rapids
Jackson County Medical Care Facility
Bay Arenac CMH, Bay City
VanBuren CMH, Paw Paw
Central Michigan CMH, Mt. Pleasant
Shiawasee CMH, Owosso
North Central CMH, Houghton Lake

Osceola County Animal Control
City of Portage
Eastpointe Police Department
Ingham County
Great Lakes CMH, Traverse City
City of Wyoming
Kalamazoo County
Grand Rapids Police Department

"Choose to Have a Drink? Choose to Get a Ride!"

A video to enjoy with news people can use. That's what Choose to Have a Drink? Choose to Get a Ride! is all about.

Drinking and driving remains a serious problem. Despite a decline in alcohol-related fatalities, nearly 40 percent of Michigan's traffic deaths still involve alcohol. If this is to change, we must double our efforts to reach a special group, men ages 21-34, who continue to drink and drive.

You're well aware that employees with alcohol and drug problems cost employers billions of dollars in lost productivity and increased health care costs. Educating employees on risk factors and the effects of alcohol are critical to preventing alcohol abuse and misuse. We also hope that, at a minimum, education can prevent a first alcohol-related driving offense.

This new video takes an entertaining yet educational approach to dispelling the myths surrounding alcohol impairment and driving issues. It also features a special appearance by television star Tim Allen. It is our sincere hope that you will join us in this important effort to help make Michigan a safer and healthier place to live, work and play. This video was mailed to you several weeks ago, and we invite you to use the facilitator's guide to take a fresh approach in your discussion of this issue with your employees. Feel free to make additional copies and share these materials with your colleagues.

With your help, more people in Michigan who Choose to Have a Drink will make the safe and healthy decision to Choose to Get a Ride.

This video was produced by The Traffic Improvement Association of Oakland County made possible through a grant from the Office of Highway Safety Planning with funding from the National Highway Traffic Safety Administration and is provided to Michigan NETS members.

If for any reason you did not receive a copy and would like one, please contact Michigan NETS Coordinator, Dan Vartanian at (517) 333-5322 or E-mail at vartanid@michigan.gov.



CTA Offers Booklet, Audio Tape On Driver Fatigue

The Canadian Trucking Association (CTA) is making available a "plain language guide" on recognizing driver fatigue and countermeasures to manage it. Topics include differences among drivers, working environments, quantity and quality of sleep, and other factors that lead to fatigue. A risk factor table allow drivers to evaluate the conditions that make them susceptible to fatigue, the 40-minute audiocassette is intended for truck drivers to listen to in their cabs. The topics of fatigue, sleep research, shiftwork, and nutrition are covered in interviews with Canadian and U.S. experts and with professional drivers, company executives and others. The CTA tape also offers information and advice to drivers on such issues as staying alert and adapting sleep patterns to shiftwork.

The booklet, "Straight Talk on Fatigue and Alertness," is priced at \$3 each, with a minimum order of 10. The audiotape, "Awake Break#1," is priced at \$6.00 each, minimum order of five.

For more information or to order, call CTA (613) 236-9426.

Fatigue: Wake Up To The Facts!!!!

Managers - Safety Directors - Dispatchers - Drivers

- How difficult is it to judge how tired you are?
- What are the similarities between driving when fatigued and under the influence?
- What can you do to counter the effects of fatigue during a trip?
- Do you know the signs and effects of sleep disorders?
- How can you prevent fatigue?



To learn the answers to these questions and to address the issue of driver fatigue, the Michigan Truck Safety Commission (MTSC) is offering the following two fatigue classes, free-of-charge, to anyone in Michigan's trucking industry:

Tuesday, July 28, 1998
10:00 A.M.-Noon

Friday, August 7, 1998
1:00 P.M.-3:00 P.M.

MTSC Education Center, 1131 Centennial Way, Lansing, MI 48917

To register or call with questions : (800) 682-4682, either ext. 11 or 12

NEWS

YOU CAN USE

The 2nd NETS 1998 quarterly planner entitled "Aggressive Driving" was mailed to you in March. The planner featured a piece entitled, "Studies show it takes less than 1.25 seconds to realize the person you just flipped off is your boss." A copy of this ad slick is contained in this newsletter. A poster of the ad (189 x 249) is now available from the National Highway Traffic Safety Administration (NHTSA). To obtain, simply access NHTSA's website at <http://www.nhtsa.dot.gov>, select 1998 Safety Materials Catalog and then select the heading entitled "Audience," and type the word "Corporate." Among the items listed for corporations and the business community you will find item number 5P0208. This poster urges motorists to practice office manners behind the wheel regardless of how other drivers behave. It stresses the possibility that other drivers may have weapons, or express their anger from traffic altercations in very dangerous ways.

A new black & white poster featuring a Michigan law enforcement officer with a message for drunk drivers: "Meet your designated driver," (179 x 229) is now available from the Michigan Resource Center (MRC). The poster, catalog number is OHSP 129, and can be obtained by faxing your order with a complete street address to (517) 882-7778 or by calling MRC at 1-800-626-4636. (Quantities are limited to 25)

NAGHSR Meeting Coming to Michigan

The National Association of Governors' Highway Safety Representatives (NAGHSR) 1998 Annual Conference will be taking place in Dearborn, Oct. 4-7, 1998 at the Hyatt Regency Hotel. NAGHSR's Annual Meeting is generally attended by 300-400 federal, state, and private sector highway safety officials. The meeting provides a forum for the discussion of important national highway safety policy issues and a platform for nationally recognized highway safety speakers. An extensive exhibit area is featured to showcase new products, emerging technology and dynamic public information campaign materials. More information is available through NAGHSR at www.naghsr.org. If you're interested in attending, please contact Dan Vartanian at the Office of Highway Safety Planning at (517) 333-5322.